

# KCBS 2 TV

## QUARTERLY LIST AND PROGRAM MATERIAL

City Of License: (Los Angeles, Ca.)

Date Posted: Oct. 10, 2000

Period: *(circle months)*

Jan/Feb/Mar

Apr/May/Jun

July/Aug/Sept

Oct/Nov/Dec

Each station is required to place an Issues/Program List in its Public Inspection File by January 10, April 10, July 10 and October 10.

During this quarter, the community needs and interests (as ascertained with community leaders) were addressed by significant Public Affairs and/or Public Service Programming in response to the following:

- |   |           |
|---|-----------|
| 1. <u>Crime &amp; Law Enforcement</u>   | 6. _____  |
| 2. <u>Education &amp; Youth</u>         | 7. _____  |
| 3. <u>Government</u>                    | 8. _____  |
| 4. <u>Health, Welfare &amp; Housing</u> | 9. _____  |
| 5. <u>Minorities &amp; Women</u>        | 10. _____ |

- 11. Calendar of Events
- 12. Regional and National PSAs
- 13. Local PSAs for our area

*See attached exhibits*

KCBS 2 TV

# KCBS 2 Public Affairs Programs

## PROGRAM - SEGMENT

For Period: *(Please circle months)*

Jan/Feb/Mar

Apr/May/Jun

July/Aug/Sept

Oct/Nov/Dec

Date Posted: *Oct. 10*

Year: *2000*

Program Title: "Calendar Of Events"

Issues Examined:

KCBS 2 broadcast the issues that were pertinent to this quarter.

Process:

Most of these issues were addressed by the current information that was supplied to us by the organization. These programs came about because of the need or urgency of each item.

Type of Program: ☐ Local ☐ Pre-Produced ☐ Network: \_\_\_\_\_

Comments:

The "Calendar of Events" is heard two (2) times each broadcast day.

2 x 90 days = 180 times during this quarter.

This is equivalent to approximately three hours of broadcast time.

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# KCBS 2 Public Affairs Programs

## PROGRAM - SEGMENT

For Period: *(Please circle months)*

Jan/Feb/Mar

Apr/May/Jun

July/Aug/Sept

Oct/Nov/Dec

Date: Oct. 10

Year: 2000

Program Title: "Regional and National PSAs"

### Issues Examined:

KCBS 2 broadcast the :30 and :60 PSAs that were sent to this station that we felt were pertinent to the issues of this quarter, as well as the needs in our area. KCBS 2 serves the community of Los Angeles, Ca.

### How Addressed:

Most of these issues were addressed by listening to our staff as well as our audience as to what to cover with their PSAs.

Type of Program: ( ) Local ( ) Pre-Produced ( ) Network: \_\_\_\_\_

### Comments:

The "Regional and National PSA" that were aired during this quarter were heard at least:

One (1) time each broadcast day.

1 x 90 days = 90 times during this quarter.

This is equivalent to approximately 90 minutes of Public Service.

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# KCBS 2 Public Affairs Programs

## PROGRAM - SEGMENT

For Period: *(Please circle months)*

Jan/Feb/Mar

Apr/May/Jun

July/Aug/Sept

Oct/Nov/Dec

Date: Oct. 10

Year: 2000

Program Title: "Local PSA's For Our Area"

### Issues Examined:

KCBS 2 TV broadcast the :30 and :60 PSAs that were sent to this station that we requested from our audience.

### Process:

Our station aired as many public service announcement messages as possible during each quarter that were related to the issues of our surrounding area. These messages were recorded in to the computer and rotated throughout the broadcast day.

Type of Program: ☐ Local ☐ Pre-Produced ☐ Network: \_\_\_\_\_

### Comments:

The local PSA's were broadcast during the day.  
KCBS 2 is on the air 24 hours per day. These messages were played over that broadcast day.  
2 x per day, for 90 days. 3 hours of broadcast time was dedicated in this form.

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## **KCBS-TV QUARTERLY ISSUES/PROGRAMS LIST**

**October 6, 2000**

Attached are listings of broadcasts and broadcast segments, which, in the Station's judgment, reflect the Station's most significant programming treatment of some ascertained issues from July 1, 2000 to September 30, 2000.

In addition to the programs included herein, KCBS-TV also broadcasts network informational broadcasts, which we believe also address community issues. These programs include CBS News Specials.

### **PROGRAM INDEX**

**KCBS-TV NEWS: "INVESTIGATIVE TEAM REPORTS"** - Comprehensive, in-depth reports on multi-layered stories and issues affecting Southland viewers. Duration: 4-7 minutes. Broadcast within CBS2 News M-Sun 6-7PM, & 11-11:35PM.

**KCBS-TV NEWS: "SCHOOLS 2 CAREER"** Local special reports highlighting positive interaction between business, academics, and students in ascertaining a more enriched and rounded understanding of one another. Duration: 2-6 minutes. Broadcast within CBS2 News M-Sun 6-7PM & 11-11:35PM.

**KCBS-TV: "WOMEN 2 WOMEN"**- Locally produced show that blends news, lifestyles, features and interviews emphasizing the stories, issues and opportunities of greatest pertinence to women viewers. Program includes health, finance, childcare, career, family, and relationship issues. 7/1- 9/10/00- Duration: 60 minutes. Broadcasts Monday-Friday 4-5PM. 9/11-9/30/00- Duration: 30 minutes. Broadcasts Monday-Friday 12-12:30PM.

**CBS TELEVISION NETWORK: "48 HOURS"**- Investigative news program that delves into a single subject, examining it from multiple angles. Duration: 60 minutes. Broadcast Thursdays 10:00-11:00PM

**CBS TELEVISION NETWORK: "60 MINUTES "**- Comprehensive news program that investigates current national events. Duration: 60 minutes. Broadcast Sundays 7:00-8:00PM

**CBS TELEVISION NETWORK: "60 MINUTES II"**- Another installment of the comprehensive news program that investigates current national events. Duration: 60 minutes. Broadcast Tuesdays 9:00-10:00PM

**RAYCOM SPORTS' MORE THAN A GAME-** Weekly syndicated program highlighting positive interactions between athletes, celebrities, and teenagers in ascertaining a more enriched and rounded understanding of humanity. Duration: 30 minutes. Broadcast weekends, various.

### **SPECIFIC PROGRAMMING ADDRESSING COMMUNITY ISSUES**

- 1. CRIME & LAW ENFORCEMENT** – Topics in this category include the need for effective methods to combating crime, violence and delinquency.

**KCBS-TV NEWS SPECIAL REPORTS: "INVESTIGATIVE TEAM REPORTS":** 07/16/00-"L.A. Mob" – Investigative Reporter, Drew Griffin, examines the illegal practices of the underworld crime connection in Los Angeles and what needs to be done to stop it. **KCBS-TV: "WOMEN 2 WOMEN":** 08/22/00- "Jack and Jill Why they Kill?" – Special guest, Dr. James Shaw, shares insight into why there has been an alarming increase in the number of kids who kill, and what signs you need to look for in your own children to prevent it from happening in the future. **CBS TELEVISION NETWORK: "60 MINUTES II"-** "Ecstasy"- Investigative Reporter, Vicki Mabrey, examines the skyrocketing use of the designer drug among teens and adults, and discusses how the law enforcement is trying to eliminate it.

- 2 EDUCATION & YOUTH** - Topics in this category include cultural education, the education of issues of character and ethics, and a non-profit service designed to assist disadvantaged communities.

**KCBS-TV NEWS: "INVESTIGATIVE TEAM REPORTS":** 07/24/00- "Special Education Woes"-Investigative Reporter, Donna Tetrault, investigates children in the Los School District who are placed in special education programs and are often left without receiving adequate preparation to function in the outside world. **KCBS-TV NEWS: "SCHOOLS 2 CAREER":** 07/03/00-"Driving Towards A Goal"- Local high school students learn the many careers available to them in the Automotive business through a special program offered by Automobile Club of Southern California. 07/12/00-"High Flying Career"- In-depth news piece on the new Ontario Airport program offering free training to high school students to prepare for a career in the aviation industry. 07/15/00- "Digging For Knowledge"- In-depth piece spotlighting students at a Riverside school who go on archeological digs to learn about the different cultures in their environment. 08/12/00- "Auto Apprentice"- Investigative piece on the Shaver Chrysler dealership that gave a group of San Bernardino teenagers with limited direction or goals a chance to learn how to become high paid master automotive technicians. **KCBS-TV: "WOMEN 2 WOMEN":** 07/12/00-" Kids and Gangs"- Special Guest, LAPD Officer Margaret Hennessy, gave parents signs to look for to discover if their children are becoming



involved in a gang, and what steps can be taken to keep their kids safe. 07/17/00- "Teen Eating Disorders"- Special Guest, Psychotherapist Marilyn Kagan, discussed the alarming statistics of teenagers who have eating disorders, and presented information for teenagers about the dangers of eating disorders and how to stay healthy. 07/20/00- "Teen Sexuality"- Special Guest, Gynecologist Lisa Masterson, discusses the topic of teenagers and sex, and what every parent needs to know about young love and raging hormones. 08/14/00- "Teen Self Esteem"- Special Guest, Janet Fitzgerald, discusses unique exercise programs that help teenage girls to improve their bodies as well as building their self-esteem. 09/14/00- "Don't Sweat the Small Stuff For Teens"- Special Guest, Richard Carlson, gives teens tips on how to keep their cool during stressful times. **RAYCOM SPORTS' MORE THAN A GAME:** 07/22/00- "Hitting a Home Run Towards Success"- Baseball great, Barry Bonds, talks straight with kids who have been on the wrong side of the law on how to turn their lives around. 07/22/00- "In the Winners Circle"- The NCAA's citizenship through sports alliance teaches kids how to be better citizens through the lessons they learn while playing sports. 07/29/00- "Takin it Inside"- WNBA star, Lisa Leslie, is helping young girls to build self-esteem through sports. 07/29/00- "Going to the Mat"- Three time WCW wrestling champion, Dallas Diamond Page, tries to improve illiteracy by talking to kids about the importance of reading.

- 3 **GOVERNMENT** - Topics in this category include federal, state, and local government issues and their impact on the society.

**KCBS-TV NEWS: "INVESTIGATIVE TEAM REPORTS":** 07/23/00- "Medi-Cal Fraud"- Investigative Reporter, Joel Grover, investigates the latest bill signed by Governor Davis that will toughen practices to reduce fraud. **CBS-TELEVISION NETWORK: "60 MINUTES":** 08/13/00- "Not As Private As You Think"- Investigative Reporter, Lesley Stahl, examines the legal and ethical issues of advertising groups who gather and sell Internet users personal information using a tracking device called a "cookie," and describes how to avoid becoming the next victim. 08/20/00- "The Bicycle Thief"- Investigative Reporter, Stephen Kroft, investigated whether or not California's three strikes law is actually doing what it was intended to do, placing violent criminals in jail instead of filling state prisons with petty criminals who are living below the poverty line.

- 4 **HEALTH, WELFARE & HOUSING** - Topics in this category include health and safety standards, environmental issues affecting Southern California, and advances in medical treatments.

**KCBS-TV NEWS: "INVESTIGATIVE TEAM REPORTS":** 07/19/00- "Lyme Disease"- Investigative Reporter, Thelma Guittirez, describes how the once "East Coast" disease is on the rise and moving westward. 07/25/00-08/08/00- "Firestone Tires"- Investigative Reporter, Randy Paige, presents in-depth and continuing

coverage on the dangerous tires and what was being done to correct the problem. 08/10/00-"Roller Coaster Safety"-Investigative Reporter, Drew Griffin, reports on new concerns relating to an increasing number of brain injuries that are occurring from riding state-of-the-art roller coasters. 08/23/00- "Second Hand Man"- Investigative Reporter, Thelma Guittirez, follows the life of the world's first hand transplant recipient and how his surgery may pave the way for all future transplants. **KCBS-TV: "WOMEN 2 WOMEN":** 07/25/00-"Beat the Heat"-Special Guest, Amy Hendel, explains what we need to do during the hot summers to avoid heat exhaustion or heat stroke. 08/02/00-"Skin Cancer Care"- Special Guest, Dr. Kamin, discusses new techniques used to correct damage caused by sun exposure. 09/21/00-"Breast Cancer"-Special Guest, Super Model Christy Turlington, shares new tips for detecting breast cancer. **CBS-TELEVISION NETWORK: "60 MINUTES":** 07/23/00-"Autopsy"- Investigative Reporter, Mike Wallace, examines studies that show that nearly 40 percent of the listed causes of deaths in the U.S. are wrong and attempts to see what the hospitals are going to do to correct the problem. 08/27/00-"A Pig Heart?"- Investigative Reporter, Lesley Stahl, reports on the controversy regarding xenotransplantation, the transplanting of organs from one species to another that many experts feel could result in an epidemic of pig virus which can cause brain and liver disease as well as cancer in humans. **CBS TELEVISION NETWORK: "48 HOURS":** 07/13/00-"Weighing the Risks"-Investigative Reporter, Bill Lagattuta, surveys the latest weight loss techniques for dieters who are obese, and which controversial surgical procedures are being used today.

**5 MINORITIES & WOMEN** - Topics in this category include women concerns, issues, and achievements.

**KCBS-TV: "WOMEN 2 WOMEN":** 07/10/00-"Duola Program Package"- Special Guest, Jeanie Chandler, who is involved with the Duola Program in Chatsworth, offers help and comfort to mothers of newborns who are in need of parenting information as well as financial assistance. 08/01/00-"Expecting Fitness"- Special Guest, Brigitta Gallo, explains the importance of exercising while pregnant and which exercises are best for the new mother to be. 08/09/00-"Women's Shelters"- Special Guest, Comic Judy Carter, discusses an up-coming benefit to raise money for a battered women's shelter in need of repairs and supplies. 08/15/00-"Menopause"-Special Guest, Lauren Hutton, shares her experience with menopause and offers tips on how best to cope with this emotional and physiological change.